

Evaluasi Program Corporate Social Responsibility (CSR) Pilar Kesehatan di PT Astra International Tbk dengan Metode Health Impact Assessment (HIA) = Evaluation of Corporate Social Responsibility (CSR) Program in Health Sector at PT Astra International Tbk using Health Impact Assessment (HIA) Method

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Abstrak

Angka pembelanjaan kesehatan dunia cenderung mengalami peningkatan, terlebih setelah pandemi COVID-19. Data dari National Health Account (NHA) menunjukkan kenaikan angka belanja kesehatan di Indonesia sebesar 64% dari tahun 2019 hingga 2021 yang sebagian besar dibebankan kepada dana pemerintah dan pembayaran tunai oleh pasien. Salah satu upaya yang dilakukan pemerintah untuk mengatasi keterbatasan kemampuan pendanaan kesehatan negara adalah mendorong peran swasta melalui Public Private Partnership (PPP) yang dapat dilakukan dalam bentuk tanggung jawab sosial atau Corporate Social Responsibility (CSR). CSR juga menjadi komitmen perusahaan dalam melaksanakan tanggung jawab terhadap sosial dan lingkungannya (TJSL) yang tertuang dalam UU Nomor 40 Tahun 2007 tentang Perseroan Terbatas. Penelitian ini dilakukan untuk mengetahui keberhasilan dan mengevaluasi program CSR PT Astra International Tbk. Penelitian dilakukan dengan rancangan desain studi kasus melalui pendekatan kualitatif. Teknik pengumpulan data melalui wawancara mendalam untuk mendapatkan data primer dan telaah dokumen untuk mendapatkan data sekunder. Penelitian menggunakan metode Health Impact Assessment (HIA) berdasarkan tahapan HIA, yaitu screening, scoping, assessment, recommendation dan reporting, serta monitoring dan evaluation. Hasil penelitian menunjukkan target yang menjadi dasar penyusunan program belum optimal, kurangnya perhatian stakeholder terhadap isu kesehatan, penerapan prinsip partisipatif HIA melalui pre-activity assessment dan kemitraan, analisis dampak kesehatan melalui social mapping dan need assessment, penyusunan rekomendasi berdasarkan konsep dan dampak program dari umpan balik, dan monev berjenjang setiap bulan. Rekomendasi dari hasil penelitian yaitu membuat roadmap CSR beserta target dan KPI-nya, menggunakan preliminary checklist, melibatkan perguruan tinggi/organisasi profesi untuk monev, membuat profiling dan diagram kausal hasil analisis dampak, metode context, input, process, dan product (CIPP) untuk evaluasi program, memetakan peran mitra Kemenkes RI, dan mengembangkan sertifikasi mitra Kemenkes RI sebagai bentuk apresiasi dari pemerintah.

.....Global health expenditure has tended to increase, especially after the COVID-19 pandemic. Data from the National Health Account (NHA) shows a 64% increase in health spending in Indonesia from 2019 to 2021, with the majority being funded by the government and out-of-pocket payments by patients. One of the government's efforts to address the country's limited health funding capacity is to encourage private sector involvement through Public Private Partnerships (PPP), which can be implemented in the form of Corporate Social Responsibility (CSR). CSR also represents a company's commitment to fulfilling its social and environmental responsibilities (TJSL) as regulated by Law Number 40 of 2007 on Limited Liability Companies. This study was conducted to assess the success and evaluate the CSR program of PT Astra International Tbk. The research was designed as a case study using a qualitative approach. Data collection techniques included in-depth interviews to obtain primary data and document reviews to obtain secondary

data. The study employed the Health Impact Assessment (HIA) method based on the stages of HIA, which include screening, scoping, assessment, recommendation and reporting, as well as monitoring and evaluation. The results showed that the targets forming the basis of the program's design were not optimal, there was a lack of stakeholder attention to health issues, the principle of participatory HIA was applied through pre-activity assessment and partnerships, health impact analysis was conducted through social mapping and need assessment, recommendations were formulated based on feedback and program impact, and tiered monthly monitoring and evaluation were conducted. Recommendations from the study include creating a CSR roadmap with targets and KPIs, using a preliminary checklist, involving universities/professional organizations in monitoring and evaluation, creating profiles and causal diagrams from impact analysis, using the context, input, process, and product (CIPP) method for program evaluation, mapping the roles of partners with the Indonesian Ministry of Health, and developing certification for partners as a form of government recognition.